

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 701 Issue 1



nbc4.com

NBC 4 / WCMH

3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Copy

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	99100	Campaign Ref:	E:063971370
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06397137
Est./PO Number:	06397137	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 5a NewsF..	03	800	30 Comme	Nbr of Spots	1	1	800
2	M-F 5a News M.....	03	800	30 Comme	Nbr of Spots	1	1	800
3	M-F 6a NewsF..	03	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 6a News MT.....	03	2000	30 Comme	Nbr of Spots	4	4	8000
5	M-F 7a Today Show MT.....	03	2200	30 Comme	Nbr of Spots	3	3	6600
6	M-F 9a Today Show IIF..	03	1400	30 Comme	Nbr of Spots	1	1	1400
7	M-F 9a Today Show II MT.....	03	1400	30 Comme	Nbr of Spots	2	2	2800
8	M-F 12p News ...F..	06	400	30 Comme	Nbr of Spots	1	1	400
Weekly Totals:					Total Spots(Ord Spots)	24	27	51
Closed PR						2	2	

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9	M-F 12p News MT.....	06	400	30 Comme	Nbr of Spots	3	3	1200
10	M-F 4p Ellen MT.....	03	1500	30 Comme	Nbr of Spots	2	2	3000
11	M-F 5p News ...F..	03	2000	30 Comme	Nbr of Spots	2	2	4000
12	M-F 5p News MT.....	03	2000	30 Comme	Nbr of Spots	4	4	8000
13	M-Su 6p News ...F..	03	2300	30 Comme	Nbr of Spots	1	1	2300
14	M-Su 6p News MT.....	03	2300	30 Comme	Nbr of Spots	4	4	9200
15	M-Su 11p News ...F..	03	3500	30 Comme	Nbr of Spots	2	2	7000
16	Sat 6a NewsS.	03	1400	30 Comme	Nbr of Spots	1	1	1400
17	Sat 8a NewsS.	03	2300	30 Comme	Nbr of Spots	1	1	2300
18	Sat 9a Today ShowS.	03	2200	30 Comme	Nbr of Spots	1	1	2200
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19	M-Su 630p NBC Nightly NewsS.	03	4000	30 Comme	Nbr of Spots	1	1	4000
20	M-Su 630p NBC Nightly News .T.....	03	4000	30 Comme	Nbr of Spots	1	1	4000
21	Sat 9-10pS.	06	1500	30 Comme	Nbr of Spots	2	2	3000
22	Sat 10-11pS.	06	2400	30 Comme	Nbr of Spots	1	1	2400
23	Sun 630a NewsS	05	600	30 Comme	Nbr of Spots	1	1	600
24	Sun 9a NewsS	03	2300	30 Comme	Nbr of Spots	1	1	2300
25	Sun 10a The Spectrum MTWTFSS Isolations: W/C 10/22S	06	1000	30 Comme	Nbr of Spots	2	2	2000
26	Sun 1030a Meet The PressS	06	2000	30 Comme	Nbr of Spots	1	1	2000
27	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	8000	30 Comme	Nbr of Spots	1	1	8000
28	M-Su Late News Late RunS	06	1000	30 Comme	Nbr of Spots	2	2	2000
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
29	M-F 7p Extra MT	03		30 Comme	Nbr of Spots Closed PR	1	1	
30	M-F 730p Inside Edition MT	03	1800	30 Comme	Nbr of Spots	1	1	1800
31	M-F 7p ET / 6p CT NBC Nightly News MT	03	1800	30 Comme	Nbr of Spots Closed PR	1	1	1800
31	M-F 7p ET / 6p CT NBC Nightly News MTWTFSS	03	1800	30 Comme	Nbr of Spots	1	1	1800
Weekly Totals: Total Spots(Ord Spots)					24	27	51	
Closed PR					2	2		

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
29	M-F 7p Extra	:30 Commercial	10/29/12	Closed Pre Emption	0.00	31 (10/30)	0000184092	E:063971370
31	M-F 7p ET / 6p CT NBC Nightly News	:30 Commercial	10/29/12	Closed Pre Emption	1,900.00	No Makegood / Credit	0000000000	E:063971370

Grand Totals

Month 10 Weeks: 4					Month 11 Weeks: 4			
10/22					10/29			
Totals								
Spots 51					24			
Cost 99100					50100			
					27			
					49000			

Grand Totals:

<u>Spots:</u>	<u>51</u>
<u>Gross Total:</u>	<u>99,100.00</u>
<u>Commission:</u>	<u>14,865.00</u>
<u>Net Total:</u>	<u>84,235.00</u>